



PATRICK LEAHY  
BURLINGTON  
INTERNATIONAL AIRPORT

# MEDIA KIT 2025





# Advertising at Leahy BTV

With 1.7 million visitors annually, Leahy BTV is a vibrant and bustling transportation hub, serving both locals and visitors alike.

## UNIQUE OFFERS

We offer endless opportunities for creative engagement within the airport to reflect the spirit and uniqueness of Vermont, leaving a positive and memorable impression on all who pass through.

## MAXIMIZE REACH

Your advertisement will reach an engaged audience in a 180,000 sq-foot Terminal space where customers are actively waiting and relaxing for their flight or upon the arrival of a loved one. Allowing for targeted and compelling advertising.

You can reach your right target market at Leahy BTV!

# Maximize Your Audience Reach

## DEMOGRAPHIC SNAPSHOT

- Median Age 37.2
- Median HHI \$70,600
- 50%+ Bachelor Degree
- 49% Female
- 51% Male

**1.7M**  
ANNUAL VISITS

**611K**  
ANNUAL VISITORS

**1.3M**  
ANNUAL TICKETED

**2.79x**  
VISIT FREQUENCY

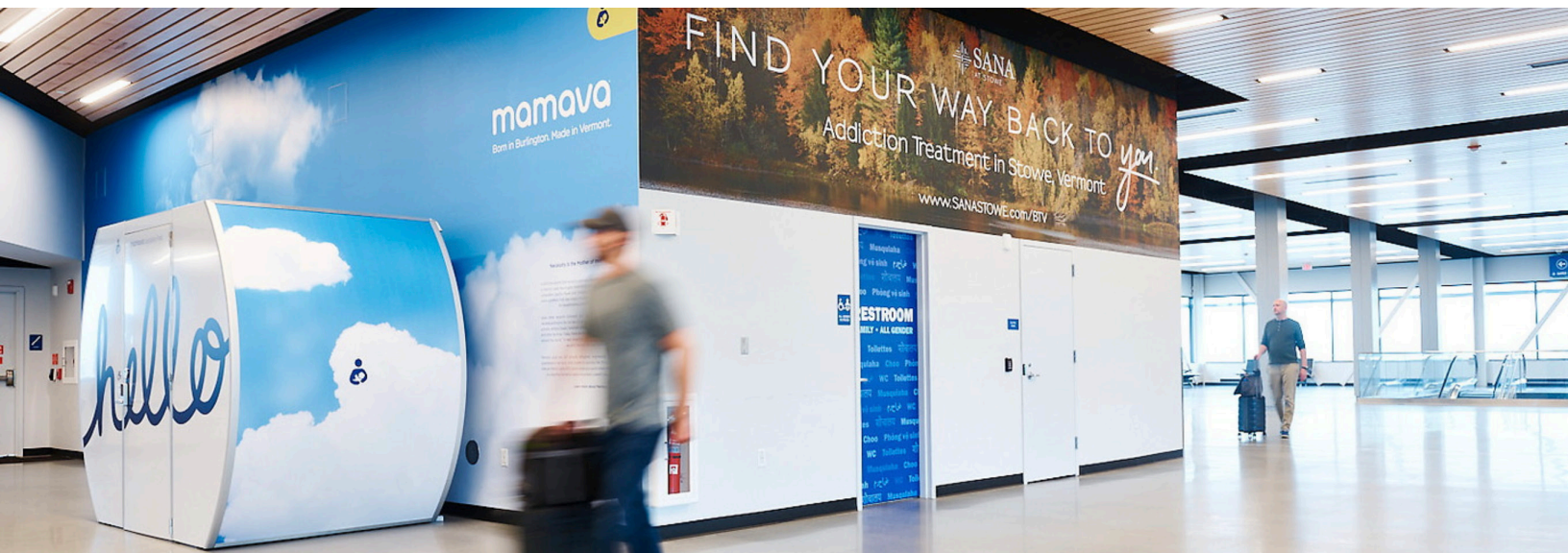
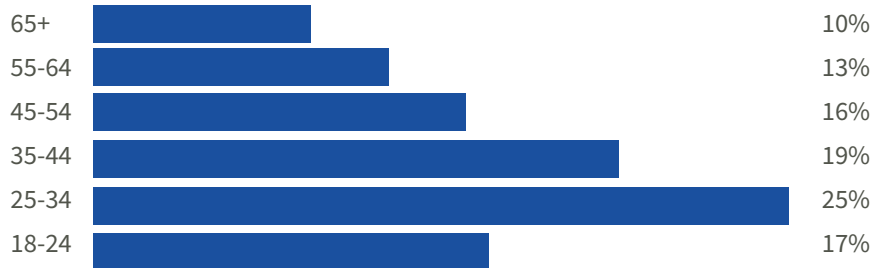
## Optimize Display

Establish your presence and vitality through various creative display initiatives and/or art collaborations with Burlington City Arts at Leahy BTV.

## Enhance Experience

Create opportunities for positive experiences within Leahy BTV walls for your brand, but also with the community. Work directly with Leahy BTV representatives to ensure your advertising needs are supported.

### Age



# PATRICK LEAHY BURLINGTON INTERNATIONAL AIRPORT

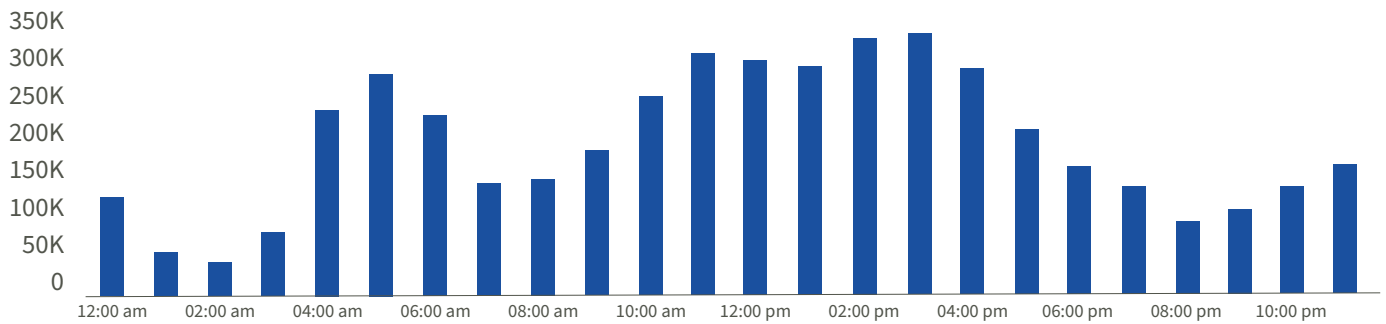


# PATRICK LEAHY BURLINGTON INTERNATIONAL AIRPORT

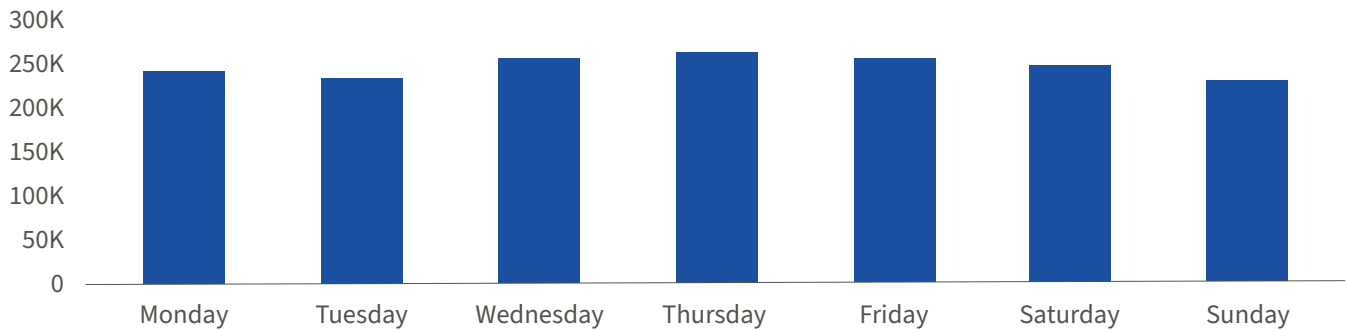
## Household Income



## Hourly Visits



## Daily Visits





## Our Airline Partners



## CUSTOM SOLUTIONS

We know that prominence and strategic choice of ad placement in high traffic areas provide enhanced audience visibility and attraction — that is why in conjunction, we offer the utilization of custom and next-level ideas to further contribute to standing out in these high-traffic areas and maximize visibility to leave a lasting impact on potential customers.



Traffic through the year is consistent with a slight spike during the summer months.

Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
7%	7%	8%	8%	8%	9%	10%	10%	9%	10%	7%	7%

**build awareness  
standout from  
the competition**



### **Frequent Flyer's**

People who have gone through Leahy BTV are frequent flyer's: they travel on average more than 4 times a year and spend between 1 to 1.5 hours at BTV before their flight. Making for prolonged and quality interactions with your brand.

### **Customer Appreciation at Leahy BTV**

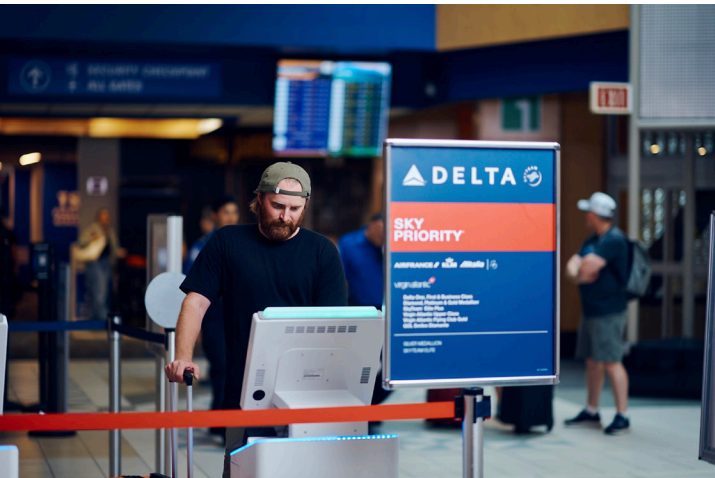
During a 2024 survey, Leahy BTV learned that affinity and appreciation of customers towards the BTV brand is strong, noting that it's friendly, simple, accessible, and not crowded. Your brand has the ability to benefit from this positive association.

## MEDIA TYPES

We know that prominence and strategic choice of ad placement in high traffic areas provide enhanced audience visibility and attraction — that is why in conjunction, we offer the utilization of custom and next-level ideas to further contribute to standing out in these high-traffic areas and maximize visibility to leave a lasting impact on potential customers.

### Maximize Exposure

Increase brand visibility by leveraging digital platforms. Create physical spaces with thematic installations or illuminated/digital displays to encourage social media sharing.



## PAID MEDIA OPTIONS

A variety of formats can be utilized, each suited to specific locations. Options include:

- **Paper Posters** (with frame) | Waiting halls, salons
- **Vinyl Banners** (hanging) | Ceiling-high traffic areas
- **Fabric Boards** | Main corridors and transit areas
- **Stickers** (floor, window, mirror) | Departure and arrival halls, or in baggage claim areas
- **LED Screen** | Large format, entrance hall, baggage claim areas or Smaller format in security areas, waiting halls and terminals
- **Interactive Board** | Touch screens for dynamic ads
- **Distribution Kiosks** | Strategically placed in
- **Sampling** | In high-traffic areas (quantity), products or promo items to a wide audience quickly
- **Activation Space** | Create a memorable brand experience | Prime areas perfect for engaging travelers (quality)
- **Exhibition Zone** | Large-scale displays in high-visibility areas

**AVG 1-1.5 HOURS**  
**captive audience**



# PATRICK LEAHY BURLINGTON INTERNATIONAL AIRPORT

## Rate Card - Annual Net Value

Advertising rates are based on format type and seasonal timing. Prices shown are for a 52 week commitment and are designed to maximize visibility based on the category and size.

		Main Entrance	South Terminal	Baggage	Claim TSA	2nd Floor Hallway & TIP	North Terminal
Category	Size	Annual Rate					
Radio	:30	\$125 Per Day (Average 24 spots per day; minimum 7 days)					
Static Frame & Static Display & Window Vinyl	Small	\$4,800	\$2,000	\$2,600	\$4,800	\$3,360	\$2,920
	Medium	\$12,000	\$5,000	\$6,500	\$12,000	\$8,400	\$7,300
	Large	\$16,800	\$7,000	\$9,100	\$16,800	\$11,760	\$10,220
Wall Wrap	Small	\$19,200	\$8,000	\$10,400	\$19,200	\$13,440	\$11,680
	Medium	\$28,800	\$12,000	\$15,600	\$28,800	\$20,160	\$17,520
	Large	\$52,800	\$22,000	\$28,600	\$52,800	\$36,960	\$32,120
	X-Large	\$72,000	\$30,000	\$39,000	\$72,000	\$50,400	\$43,800
	2X-Large	\$120,000	\$50,000	\$65,000	\$120,000	\$84,000	\$73,000
TV	Regular	\$9,600	\$4,000	\$5,200	\$9,600	\$6,720	\$5,840
	Large	\$18,000	\$7,500	\$9,750	\$18,000	\$12,600	\$10,950

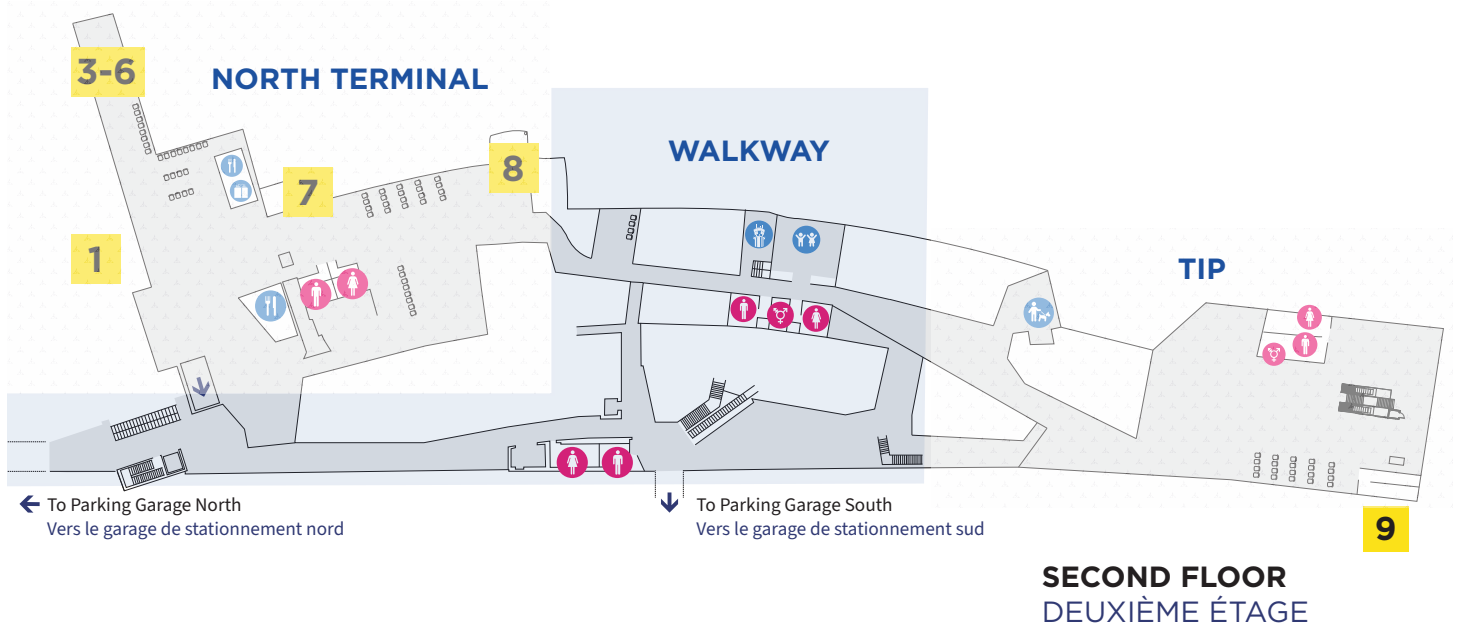
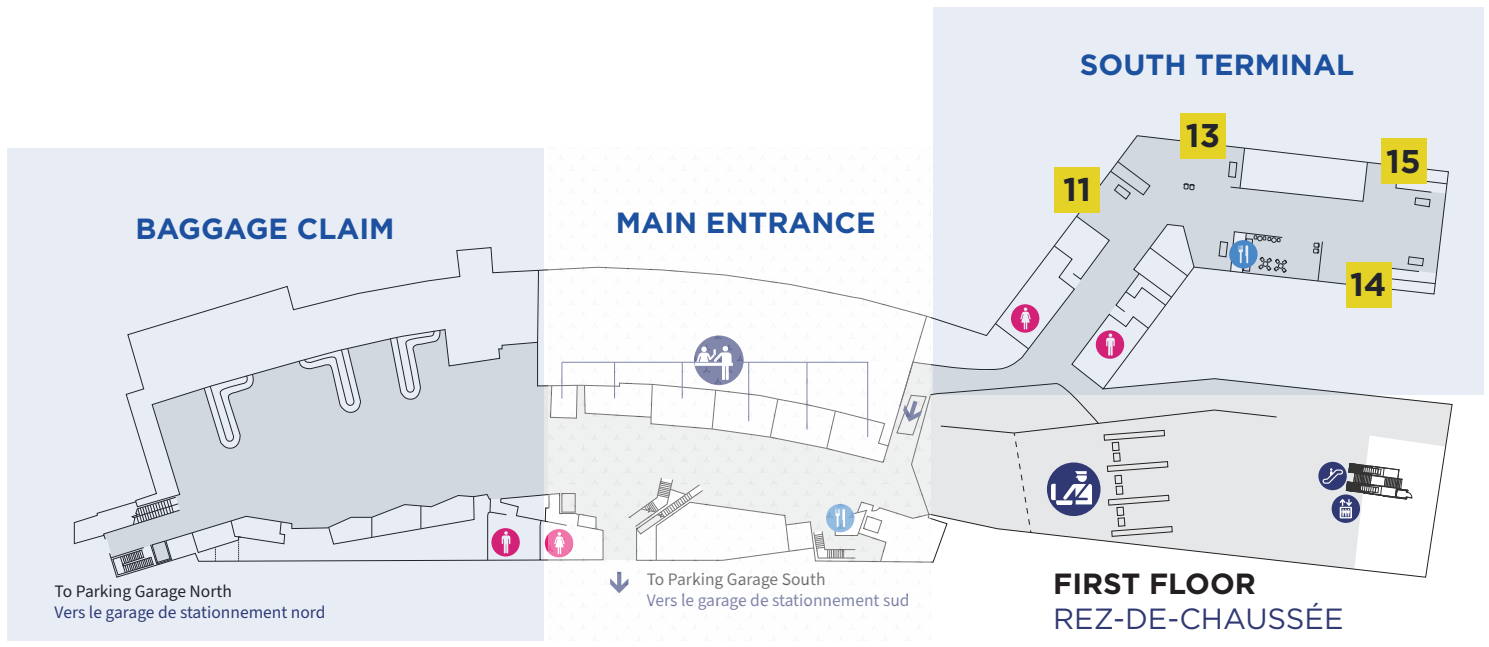
The most common duration for various displays is 12 weeks. Some types of displays can last from 26 to 52 weeks. The most commonly observed TV loop is 1x10 seconds every 2 minutes. Other options included, 1 x 30 seconds per hour and 4 x 15 seconds per hour.

Have an event? Promote it on our "What's Happening This Week" video screen for \$250 per week.

## TRAFFIC DATA AND REACH

Estimated reach throughout the airport are based on 2023 data.  
Ad options are available in all areas.

- Baggage Claim: 650,000
- Main Entrance (1st Floor): 1,200,000
- South Terminal: 480,000 - 520,000
- North Terminal: 720,000 – 740,000
- 2nd Floor Hallway and Tip: 825,000 – 850,000
- TIP / TSA: 1,200,000





# The Future of Leahy BTV

**Project Next** has been on the Airport's planning and development Master Plan for close to a decade. As Leahy BTV has adapted to new aviation technologies and traveler demands, Project Next is the natural next step in the transformation of the Airport.

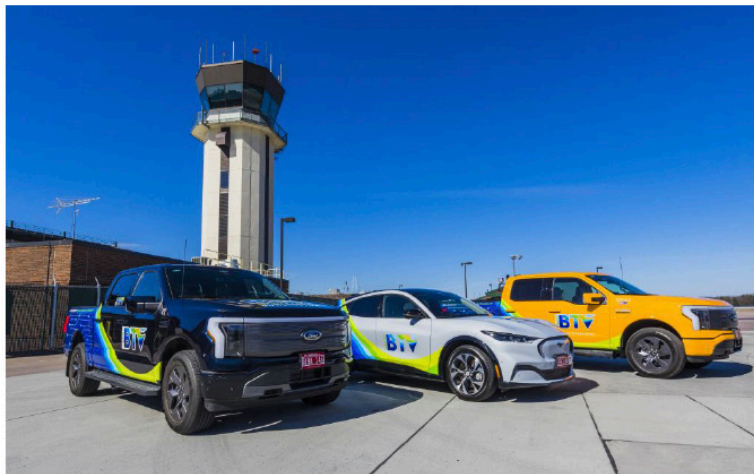
The terminal building will be transformed to become linear and interconnected to enhance operational efficiency and safety. For travelers, improved amenities will be offered, inclusive of new vendor space, gate areas, and jet bridges. For airport partners, airline storage and baggage claim space will be re-designed to meet current equipment needs.

This means future opportunities are right around the corner!




# Sustainability

At Leahy BTV, we are focused every day on making smart choices about our energy use and impact on the environment. Through local partnerships and the support of several local, state, and regional energy plans and targets, we are committed to be a leader in advancing sustainability within the great State of Vermont.



# Partnership Opportunities

Partnerships at Leahy BTV can take many forms, allowing your brand to connect with a large captive audience and enhance the passenger experience. Apart from standard digital and static advertising displays, here are some common examples of such collaborations:

- **Exclusive spaces and lounges:** Offering services such as meals, drinks, workspaces, and relaxation areas.
  - **Co-branded installations and amenities:** creating children's play areas for a family-friendly experience, and a designated relief area for pets. Areas where passengers can positively interact with the brand's products or services, and/or engage in activities such as games, contests, and other engaging experiences.
  - **Experiences and additional services:** Offering expedited check-in, concierge or passenger assistance services (such as baggage assistance or travel information) sponsored by a brand, installation of interactive kiosks to promote a service.
  - **Free Wifi access:** Providing branded charging stations and free Wi-Fi services, in exchange for viewing an advertisement or signing up for a newsletter.
  - **Special offers:** Special offers and benefits for brand customers at airport shops and restaurants, discounts on services such as parking.
  - **Dedicated retail spaces:** Within airport stores for the presentation of specific products.
  - **Brand experiences:** Temporary pop-up stores allowing passengers to discover and purchase products.
  - **Mobile applications and platforms:** Partnerships to integrate advertisements and promotions into airport mobile apps, and sending promotions and advertisements via push notifications when passengers are at the airport.
  - **Sustainability and social responsibility initiatives:** Collaborations for green initiatives such as recycling programs, carbon offsets, or joint engagement in social responsibility projects and community involvement.
  - **Special events:** Organizing special events at the airport to celebrate launches or strategic partnerships.
- 



## General Display Standards

### MESSAGES AND VISUALS

- Should the message be promotional, it must adhere to the The Federal Trade Commission (FTC) American Advertising Federation (AAF) and the National Advertising Division (NAD) of the Better Business Bureau.
- All messaging must and use appropriate language .
- Content pertaining to religious, racial themes, or propaganda, or that could potentially cause harm, will not be accepted.
- Messages of a political nature must obtain approval from the relevant authorities, as well as undergo a review by Leahy BTV.
- The dissemination of any hateful messages is strictly prohibited.
- Under no circumstances shall any content undermine or adversely affect the Leahy BTV brand, the City of Burlington, its partners, or its tenants.
- All content must conform to standards of aesthetics, decency, and good taste.
- Any content featuring nudity, violence, or provocative themes requires prior review and approval by Leahy BTV.
- The established display guidelines are applicable to all content. However, exceptions may be made for content associated with artistic or cultural activities that might otherwise contravene these guidelines.



# PATRICK LEAHY BURLINGTON INTERNATIONAL AIRPORT



## General Display Standards

### TYPES OF MATERIALS

- Usage of fire-resistant materials designed for durability in high-traffic environments.
- Installations must not produce reflections or glare that could impair visibility.
- All structures and materials must adhere to safety standards to prevent hazards such as slippery surfaces, unstable installations, obtrusive elements, or sharp edges.

### RESPECT FOR LOCATIONS AND SURFACES

- Displays must not alter or damage the installation surfaces under any circumstances. They should respect the integrity of Leahy BTV's structures, architecture, artworks, and designated uses.
- Any display materials that are damaged, vandalized, or show signs of wear must be promptly removed or replaced to uphold a clean and professional environment.
- Should any damage occur to the display area upon removal of the materials, it must be restored to its original condition at the expense of the partners organization responsible for the installation.

### ENVIRONMENTAL IMPACT

- The selection and utilization of materials and spaces must prioritize minimizing environmental impact.
- The use of structures and designated areas must also be conducted with utmost respect for existing vegetation and natural features.

### SIGNAGE AND IDENTIFICATION

- The use of spaces and structures must not obscure the signage or identification markers of Leahy BTV and its partners.
- All displays should be installed in locations that are visibly clear and unobstructed.

## General Display Standards

### SAFETY

- The utilization of spaces and structures must not violate Leahy BTV's established security protocols.
- It is strictly prohibited to obstruct visibility of safety signs, emergency exits, emergency lighting, or firefighting equipment, including sprinklers and fire extinguishers.
- The arrangement of spaces and structures must ensure unimpeded human movement, particularly in scenarios requiring evacuation.

### ARCHITECTURE, WORKS OF ART

- The use of spaces and structures must not conceal any identified artworks or architectural features.
- Furthermore, the installation of any artworks must adhere to copyright laws to ensure legal compliance.

### ADVERTISEMENT

- All advertising initiatives must honor exclusivity agreements with Leahy BTV partners that have secured advertising rights with Leahy BTV. It is essential that these advertisements do not conflict with existing partnerships. Regular partners might take precedence over advertisers.

### PRODUCTION AND WITHDRAWAL COSTS

- All expenses associated with the production, installation, maintenance, and dismantling of signage are the responsibility of the advertiser.

### RIGHT OF RECOVERY

- Leahy BTV may temporarily cover any permanent displays to accommodate external events.

### RIGHT OF REFUSAL

- Leahy BTV reserves the right to deny any partner displays or advertisements that conflict with the values expected at an airport setting, are unsuitable for family-oriented audiences, or violate the airport city's regulations.

# LET'S GET STARTED

